

239509

**COASTAL TRANSFER & STORAGE  
3250 SOUTH FRASER STREET  
GEORGETOWN, SC 29440  
(843)546-4563**

**September 24, 2012**


**Office of Regulatory Staff  
1301 Main Street  
Suite 900  
Columbia, SC 29201**

**Re: Docket No. 2012-314-T**

**I wish to intervene as a party of record regarding the above Docket No. 2012-314-T regarding CYBH, LLC d/b/a Coastal Storage and Moving. I am NOT against a new company wishing to do business in our area; however, I am vehemently against the name Coastal Storage and Moving, as it is too closely associated with our business name, Coastal Transfer & Storage. We have been licensed with the SC PSC since the 1980's with this name and have built a solid reputation in the Grand Strand area based upon it. When another company with a similar name opened 5 years ago in our area, our business dropped off by approximately 25%. Because of the confusion the similar names have already created (not counting all the business we have lost), we fear another mover with the name "coastal" will be further detrimental to our company, which is already experiencing tough economic times. We depend on previous customer referrals to generate customers and very often, our past clients simply remember the name "coastal" without any other part of our name. Most days, when answering the phone, the customer asks "Is this Coastal Movers" or "Is this Coastal Storage" then proceeds to tell us about a mover who moved their neighbor and wants to know if it was us. With another moving company with the name "coastal" in our area, we will assuredly lose even more business than we already have and we hope the SC Public Service Commission will protect us by asking CYBH, LLC to open with another name not associated with ours.**

**Thanks for all you do for us. We enjoyed meeting Patty Vowels this summer and appreciate the work you did to halt all the unregistered movers in our area .**

**Respectfully submitted,**

  
**Jessie S. McClary, III**  
**Coastal Transfer & Storage**  
**3250 S. Fraser Street**  
**Georgetown, SC 29440**  
**(843)546-4563**

**Copies of this letter faxed and mailed to:**

**1)CYBH, LLC d/b/a Coastal Storage and Moving**  
**7269 Highway 707**  
**Myrtle Beach, SC 29588**

**2)Courtney Dare Edwards, Counsel**  
**Office of Regulatory Staff**  
**1401 Main Street, Suite 900**  
**Columbia, SC 29201**

**3)Clerks office,**  
**Office of Regulatory Staff**  
**Post Office Drawer 11649**  
**Columbia, SC 29211**  
**Fax: (803)896-5199**  
**(803)737-0895**